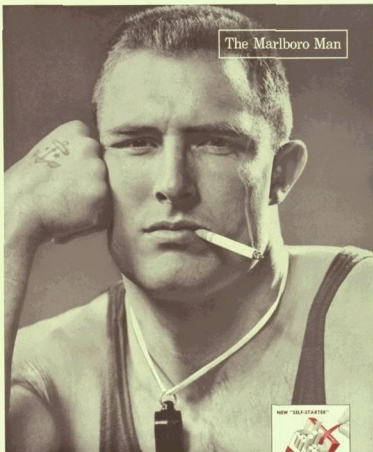


LEO BURNETT COMPANY, Inc.

Ad No. 401—Reg. No. 57729—Back cover—2 color blend—4 1/2 x 11 1/2 in.—Sports Illustrated, August 19, 1967 (A)

#401 "Swimming Coach"



The Marlboro Man

A lot of man... a lot of cigarette

"He gets a lot to like—filter, flavor, flip-top box." The works.

A filter that means business. An easy draw that's all flavor. And the flip-top box that ends crushed cigarettes.

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